

RJ REYNOLDS

TOBACCO COMPANY

Attention

Tudy
Campbell

July 16, 1997

RJR Account #315288

Mr. B. Gramore
DOWLINGS, INC.B. A. MacLEOD
Region Operations Mgr150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-8232

Fax (716) 634-3145

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Bud:

DORAL B2G1F pre-sleeved product (6M) has been ordered (see quantities listed below), as well as 84 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	4
Light Men 100	12300-22582	4
Light 100	12300-22589	4
FF 100	12300-22580	4

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product PO # 825A; Displays PO # 825B

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 1, 1997

SKU CUBE:

0.9980

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (If additional live pack is added to Display)

4.9 Savings Cartons (If additional live pack is NOT added to Display)

EFT \$ Amount:

\$2,275.88

Non-EFT \$ Amount:

N/A

51845 8047

09/22/97

ACCOUNT NUMBER: 315288	DOWLINGS INC.
VOUCHER NUMBER: 15370885	92 CATAMOUNT DR.
DATE WRITTEN: 09/22/97	BOX#1002
STATUS: PAID	MILTON , VT 5468
AMOUNT PAID: 73.50	SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	5.25	73.50

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/RICH TANCHYK

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